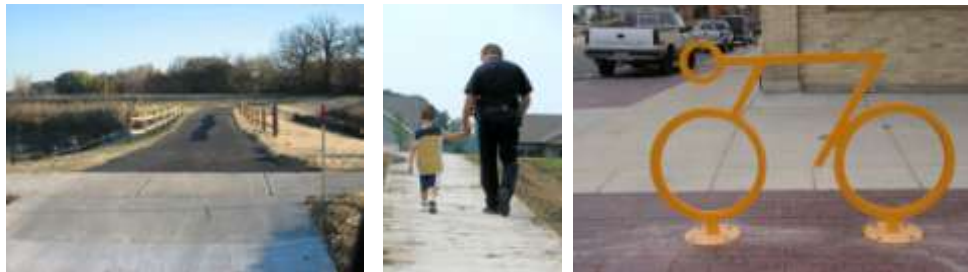


INSTRUCTIONS AND CONDITIONS USING THE WISCONSIN DOT QBS PROCESS



PLANNING CONSULTANT SERVICES FOR THE DEVELOPMENT OF

City of Whitewater Bicycle & Pedestrian Master Plan



**CITY OF WHITEWATER PARKS AND RECREATION DEPARTMENT
312 W WHITEWATER STREET
WHITEWATER, WISCONSIN 53190**

All proposals must be received **no later than 5:00 p.m. Monday, October 3rd, 2011**

City of Whitewater Bicycle & Pedestrian Master Plan
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BACKGROUND INFORMATION

Project Description:

The purpose of this request is to develop a Bicycle & Pedestrian Master Plan that will significantly improve the bicycle and pedestrian transportation network throughout the City of Whitewater. A Bicycle and Pedestrian Master Plan will enhance the Whitewater community as a whole and greatly assist Whitewater in becoming a leader in sustainability.

The City has previously prepared a Comprehensive Bikeway Plan which contains a great deal of information regarding trail development. This plan was completed in 2000 and includes a combination of on-street and multi-use path development. This and other previous planning efforts have focused solely on bicycling, and this City effort is to be a combination of both bicycling and walking.

The City will be using the Wisconsin DOT Quality Based Selection Process (QBS) for the consultant selection process.

Potential Partners/Audience:

City of Whitewater Common Council and Departments, Whitewater Parks and Recreation Board, Whitewater Urban Forestry Commission, Whitewater Plan and Architectural Review Commission, Community Development Authority, Whitewater Unified School District, University of Wisconsin-Whitewater, Downtown Whitewater, Working for Whitewater's Wellness (W3), University of Wisconsin Extension (Walworth County), Wisconsin DOT, Wisconsin DNR, local industries, local bike trail user groups, and the general public.

ACKNOWLEDGEMENT OF FEDERAL ASSISTANCE

This project is being financed, in part with Federal Funds from the Community Development Block Grant Program. Under Title VI of the Civil Rights Act of 1964 and Section 504 of the Rehabilitation Act of 1973, the U.S. Department of the Interior prohibits discrimination on the basis of age, race, color, national origin or handicap in its federally-assisted programs. If you believe you have been discriminated against in any program, activity or facilities as described above, or if you desire further information, please write to:

Office for Equal Opportunity
U.S. Dept. of the Interior
P.O. Box 37127
Washington, D.C. 20013-71127

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RFP SCHEDULE

October 3, 2011	All proposals due at 5:00 PM, local time, at the office of the City of Whitewater Parks and Recreation Department.
October 4-7	Staff Review – Apply Selection Criteria Matrix (attached) to Proposals (to determine if proposals meet minimum criteria)
October 10-21	Steering Committee selects up to three finalists for Consultant Interviews The RFP and Consultant's submitted previous plan will be scored by the Steering Committee in this selection process
October 31	Consultant Interviews and announcement of selection of firm by Steering Committee
November 14	WisDOT approves consultant selection
November 21	Scoping meeting held with WisDOT and City of Whitewater
December 1-15	Consultant Drafts 3-Party Contract
December 15-31	WisDOT/City Review Contract (based on review and negotiations, the schedule after this point is subject to change)
January 17	City Council approval of consultant and contract Consultant/City signed contract forwarded to DOT
January 18 – February 17	Governor Signs Contract
February 20, 2012	Project Starts
July 1, 2012	Draft Report Presented to Staff/Steering Committee for review
September 1, 2012	Consultant Completes Work Effort
September 2012	Common Council Adoption of Bicycle & Pedestrian Master Plan
September 30, 2012	Contract Completion – Consultant Evaluation

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INQUIRIES AND RESPONSE SUBMISSIONS

All inquiries, 12 copies of the proposal including a detailed scope of services, and one (1) copy of an adopted bicycle and/or pedestrian plan prepared by your firm for scoring purposes, shall be directed to:

Matt Amundson, CPRP
Parks and Recreation Director
City of Whitewater
312 W Whitewater Street
Whitewater, WI 53190
Telephone (262) 473-0122
Fax (262) 473-0509
mamundson@whitewater-wi.gov

All proposals must be received **no later than 5:00 p.m. Monday, October 3rd, 2011**. Digital submissions are acceptable (mamundson@whitewater-wi.gov by October 3rd at 5:00 p.m. followed by 12 hard copies by October 7th. No amendments to proposals will be accepted after this time. The City of Whitewater reserves the right to accept or reject any or all proposals. The City of Whitewater is not liable for any costs incurred in replying to this RFP.

INTRODUCTION

The objective of this request is to prepare a Bicycle & Pedestrian Master Plan including a detailed strategic implementation program that lists specific prioritized actions. The Plan will consist of specific Policies (Goals, Measurable Objectives, and Implementable Policies), Projects, and Programs (three P's and incorporating the six (6) E's – Education, Encouragement, Enforcement, Engineering, Equity, and Evaluation). The implementation section of the Plan will contain a detailed, 5-year, prioritized work plan.

The Plan should focus on the planning, development, and management of existing and future bicycle, pedestrian, and multi-modal connections within the City of Whitewater. The consideration of trail and route connectivity within the City and the surrounding areas shall be included. The plan will promote bicycle and pedestrian travel to and from transit facilities, employment centers, shopping centers, educational institutions, community centers and parks.

The Plan will incorporate the most up-to-date approaches to a comprehensive system of bicycle and pedestrian transportation. The plan will not be about “accommodations” for bicyclists and pedestrians but rather a complete streets approach to multi-modal transportation. Bicycle and pedestrian mobility and safety should be stressed; increasing users and decreasing accidents are two major goals of the Plan. The education of users and enforcement of laws will also be stressed as an imperative. The Plan should not only provide a present-day outlook, but also a long-range vision for facilities including enhancements to existing sidewalks, trails, and roadways in an effort to create complete streets throughout the City of Whitewater.

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Section 1.0: *Qualifications*

Vendors shall prepare and submit a proposal in the following order:

1.1 Letter of Interest (not to exceed two pages)

1.2 Table of Contents

1.3 Company Background

1.3.1 Type of Organization:

- a.** Corporation proposing as a single entity for all services
- b.** Corporation proposing as prime entity for all services with sub-consultant(s)
- c.** Joint Venture
- d.** Partnership
- e.** Other

1.3.2 Provide the length of time that the company has been in business and ownership history of prime and its sub-consultant(s) or joint venture partner(s). (If prime entity is a wholly-owned subsidiary of another corporation, please provide details)

1.3.3 Provide the location of the principal office that will be responsible for implementing this contract

1.3.4 Provide the location of other offices from which resources may be drawn

1.3.5 Size, resources, and capabilities of responding entity:

- a.** Organizational structure of business entity for this project:
 - Partners
 - Associates
 - Consultants
 - Subcontractors
 - Other participant(s) and title(s)
 - Organizational hierarchy
- b.** Services and professional disciplines provided in-house by prime responding entity

1.3.6 Specialized Experience and Qualifications:

- a.** The lead consultant team shall have demonstrated expertise with bicycle and pedestrian plans for municipal city government clients. The Lead Consultant Firm as well as the Project Manager must have completed at least three bicycle and/or pedestrian plans.
- b.** Organization and Key Personnel
 - i. Identify primary contact (project manager) and any key personnel/staff and provide their experience, responsibilities, and qualifications.
 - ii. The primary contact (project manager) must have the bicycle and pedestrian planning experience as listed in 1.3.6 (a).

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iii. Listing of other projects the team assigned will be working on during the scheduled time frame of this project and inclusion of any RFPS that the Consultant is currently intending to submit for.

1.3.7 Reference information from at least three entities that have been provided similar services and are preferably similar in size:

- a. Client name
- b. Contact name and title
- c. Address and phone number
- d. Project Name, cost, deliverables included, and time from project start to completion

Section 2.0: *Scope of Work*

Vendors shall describe their approach to provide the deliverables as described herein, including, but not limited to:

2.1 Information Collection Phase

2.1.1 Analysis, evaluation, and synopsis of the existing trails, roadways, pedestrian facilities, and sidewalks that promote cycling and walking

2.1.2 A walkability assessment of the community, including identifying gaps in the pedestrian network, maintenance issues, safety issues, and considerations for year round use. This is not a “walkabout” or a “walking audit” or a “walking workshop,” this is an exhaustive analysis including a community workshop, volunteer training, and using a nationally recognized method of conducting a walkability assessment such as Active Living By Design or other national recognized resource.

2.1.3 Review and incorporation of existing plans including:

- 2000 Comprehensive Bike Plan
- Park and Open Space plans for the City
- City Park Master Plans
- City Neighborhood Plans
- Jefferson County Bike Plan
- City of Whitewater Comprehensive Plan
- Wisconsin DOT Highway Corridor Plans
- Any applicable DNR Plans

2.1.4 Evaluation of state, regional, and local bicycling data, including tourists and transients using protocols from organizations such as the Alliance for Biking and Walking or APBP

2.1.5 Analysis and evaluation of bicycle and pedestrian crash and fatality data within the City of Whitewater

2.1.6 Review and incorporation of the League of American Bicyclists’ Bicycle Friendly Community guidelines

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2.1.7 Identification of current and future bicycle parking and storage facilities and sites

2.1.8 Identify and evaluate contemporary bicycle and pedestrian transportation engineering, signage, and pavement markings

2.1.9 Analysis of potential community-wide ADA issues and ADA access points to trails and bikeways, pedestrian, and recreational facilities

2.1.10 Analysis of approaches in the Upper Midwest and community commitment to increase the year round use of bicycle and pedestrian facilities

2.1.11 Field Work—spend a minimum of one week walking and biking the area with members of the plan committee and volunteers to collect data and to get a feel for the existing facilities, take pictures, etc.

2.1.12 Additional and creative methods for collecting citizen input and increasing participation are encouraged, in consultation with City of Whitewater staff

2.1.13 Analysis and review of existing stamped concrete curb ramp detectable warnings within the City. Review should include options available and potentially establishing some new standards for future construction projects as a pedestrian component of the plan.

2.1.14 Analysis and review of City’s Capital Improvement Plan (CIP) for street projects and determine bicycle and pedestrian enhancement or improvement projects might work within this existing plan.

2.2 Public Involvement Phase

2.2.1 To create a collaborative effort for the plan, the consultant must develop a public input program involving the stakeholders listed below:

- Bicycling & Pedestrian Master Plan Steering Committee
- The general public and the walking/bicycling public
- Common Council
- Plan Commission
- Business groups
- Parks & Recreation Board
- Urban Forestry Commission
- Walworth County Staff
- Jefferson County Staff
- Rock County Staff
- Wisconsin DNR, DOT
- Town of Whitewater Officials
- Whitewater Tourism Council

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- Working for Whitewater’s Wellness (W3)
- Local Law Enforcement
- Whitewater School District Officials
- University of Wisconsin-Whitewater Officials
- UW Extension

It is anticipated that multiple meetings/focus groups and field work may be held during a single consultant visit. Meetings will be coordinated by the City Staff, but they will be facilitated by the consultant team.

2.2.2 Coordination responsibilities of City Staff will include:

- a. Securing most data and all existing planning documents
- b. Developing and mailing meeting notices
- c. Arranging meeting locations
- d. Advertising
- e. Creation of Webpage on City Website (will post all relevant information of the project)
- f. A list of relevant contacts

2.2.3 There will be a total of three public informational meetings, one walkability assessment community workshop plus volunteer training session, plus two meetings for agency representatives and five meetings with the Plan Steering Committee. The local staff will be present at City meetings as part of the adoption process. The consultant will document the meetings through minutes/notes. Focus groups will be held in conjunction with the consultant visits. All consultant visits will include field work and project meetings so as to maximize the benefits of the consultant visits. The planning document will include a summary of public input and details of how the plan was changed to reflect public comment, or if the document was not changed, provide supportive reasoning (included in plan document as an Appendix).

- i. The first public involvement meeting will be in a “charrette” format over the course of an entire day and evening facilitated by the consultant team and local staff (agencies during the day, citizens in the early evening). The walkability assessment community workshop may be held on the day previous to the first public involvement meeting.
- ii. The second meeting will present the draft plan in an “open-house” format.
- iii. The third meeting will present the recommended plan in an “open-house” format.

2.3 Plan Document Preparation Phase/Outcomes

2.3.1 Produce a Map of existing trails and routes in Whitewater area that can be mass produced for promotion of trails in the Greater Whitewater Area. In addition to being attractive in print

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version, consideration should be provided towards digital production for websites and mobile devices. It is the intent of this grant to include mass production of this map.

2.3.2 Develop GIS Geodatabase using ESRI ArcMap 10 of Current Trail & Trail Signage
The City already has detailed transportation, parcel, and land use GIS layers to share.

2.3.3 Produce a City of Whitewater Bicycle & Pedestrian Master Plan:

- a.** Provide a Bicycle & Pedestrian Master Plan as outlined in the attached proposed table of contents.
- b.** Provide a specific list of prioritized(based on TBD criteria) capital improvements (including cost estimates) needed to implement the proposed plan.
- c.** Prepare an Implementation Chapter within the Plan that includes a 5-year action plan with prioritized actions, strategies, policies, programs, projects and suggested ordinance changes. The plan will contain measurable objectives. The Implementation Plan will include educational and promotional components that will complement the recommended physical improvements.
- d.** Plan should identify funding sources for identified improvements and be developed in a manner that will assist grant writing. The plan should include a section or be written as such to make the City available to Safe Routes to School Funding.
- e.** Prepare a document that will garner the city designation from the League of American Bicyclists.
- f.** Include graphics and maps depicting the proposed plan.
- g.** Plan should identify current and future potential event routes (5K, ½ Marathon, Marathon, Exterra, etc)

2.3.4 The Bicycle & Pedestrian Master Plan shall address all transportation corridors linking economic uses, recreation, tourism, education, and neighborhoods to a safe and enjoyable working multi-modal transportation system, taking into account:

- a.** The natural environment (conformance with the County/City sustainability plan)
- b.** Complete Streets for all age groups
- c.** Consumer needs
- d.** Business Requirements
- e.** Neighborhood needs and aesthetics
- f.** Traffic calming activities as they conform with sustainability efforts
- g.** Tourism needs

2.3.5 Timeline: The consultant shall provide an estimated timeline showing milestone dates corresponding to expectations in sections 2.1 thru 2.3. The project completion date is August 31, 2012.

Section 3.0 Draft and Final Report

3.1 City of Whitewater Bicycle & Pedestrian Master Plan

3.1.1 The consultant shall prepare and submit one (1) digital copy of the DRAFT and FINAL PLAN documents which will be reviewed and approved by the Bicycle Pedestrian Plan Steering Committee, the Wisconsin DOT and the City of Whitewater.

3.1.2 All submissions shall become property of the City of Whitewater. All documents and exhibits shall also be provided in an electronic format—Microsoft Word, Excel, and Publisher compatible.

3.2.3 The consultant shall reproduce the Draft and Final Copies in sufficient amounts for meetings and hearings.

Section 4.0 Contract Terms and Conditions

4.1 The City of Whitewater shall incorporate Standard Contract Terms and Conditions:

4.1.1 A WisDOT 3-party contract is required for this project using WisDOT’s “Three Party Design Engineering Services Boilerplate Standard Provisions”. The contract will require that to the maximum extent practicable, the project will follow the Procedures for Consultant Services on Federally or State Design Projects by the Wisconsin DOT most current edition.

4.1.2 Title VI and Title IX of the Civil Rights Act of 1964 (Public Law 88-352)(42 U.S.C. 2008d et seq.); and implementing regulations issued at 24 CFR Part 1; as amended by Executive Order 11375 and 12086, and implementing regulations at 41 CFR Chapter 60, which prohibits discrimination in any activity receiving federal financial assistance.

4.1.3 Section 109 of Title I of the Housing and Community Development Act of 1974, as amended, (42 U.S.C. 5301 et seq.) which requires that no person will on the grounds of race, color, national origin or sex, be excluded from participation in, be denied benefits of, or be subject to discrimination under any program or activity funded in whole or in part with Community Development Block Grant funds.

4.1.4 Age Discrimination Act of 1975 (42 U.S.C. 6101 et seq.) which prohibits discrimination on the basis of age in programs or activities receiving federal financial assistance.

4.1.5 Section 504 of the Rehabilitation Act of 1973, (Public Law 93-112) as amended, and implementing regulations when published for effect. Said regulation provides for nondiscrimination based on disability in federally-assisted programs and activities.

4.1.6 Fair Labor Standards Provisions, which govern responsibilities for workers employed in connection with federally-assisted construction projects. Statutory provisions include:

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- a.** Davis-Bacon Act (40 U.S.C. 276a-276a-5) which contains minimum wages (basic rate of pay), fringe benefits, and wage withholding.
- b.** Contract Work Hours and Safety Standards Act (U.S.C. 327 et seq.), provides that work in excess of 40 hours per week will be compensated for at rates not less than one and one-half times the basic rate of pay.
- c.** Copeland Act (Anti-Kickback Act)(40 U.S.C. 276c), makes it an offense for any person to induce any person employed in the construction or repair of any public work financed in whole or in part with federal loans or grants to give up any part of the compensation to which he or she is entitled under the contract of employment.
- d.** Fair Labor Standards Act (29 U.S.C. 102 et seq.) provides for minimum wages for construction workers, overtime pay, record keeping, and child labor standards.
- e.** It is the owner's responsibility to make all prospective contractors he is accepting proposals from, for doing the construction work, aware of the minimum wages required for all laborers and mechanics working upon the job site. A copy of the applicable Federal Wage Decision and the Federal Labor Standards Provisions is to be obtained from the City included in all bidding documents.

4.1.7 National Flood Insurance Program requirements which mandate the acquisition of a flood insurance policy in the amount of the cost of the construction and/or acquisition for a period of five (5) years from the date of disbursement of funds when the Subrecipient facility is located in Zone A of the National Flood Insurance Program Flood Insurance Rate Map. Said policy will name the City of Whitewater as an insured, and evidence of such policy will be provided to the City of La Crosse. Said policy must be purchased before disbursement of funds, and the Subrecipient's obligation to provide flood insurance coverage will terminate after the five (5) years of coverage has concluded.

4.1.8 Federal Executive Order 11246, as amended by Executive Order 12086 and regulations at 41 CFR Chapter 60, which require nondiscrimination in employment for federally-assisted contracts and assures that contractors are fully informed of affirmative action requirements.

4.1.9 Use of debarred, suspended, or ineligible contractors (24 CFR Part 24).

4.1.10 The Conflict of Interest provisions that no person who is an employee, agent, consultant, officer, elected official or appointed official of the City, who exercises or has exercised any functions or responsibility with respect to such funds being provided by the City or who are in a position to participate in a decision-making process or gain inside information with regard to such activities, will obtain a personal or financial interest or benefit from the project, or have any interest in a contract, subcontract, or agreement with respect thereto, or the proceeds thereof, either for themselves or those with whom they have family or business ties, during their tenure or for one (1) year thereafter, except for approved eligible administration or personnel

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Section 5.0 Selection Process

5.1 All proposals received in response to this RFP will be subject to an evaluation by the Bicycle & Pedestrian Master Plan Ad Hoc Steering Committee.

5.2 A limited number of firms (maximum of three) will be invited to interview in person and give a presentation of their proposal to the Committee, followed by a brief question and answer session.

5.3 A recommendation shall be forwarded to the City of Whitewater Common Council and Wisconsin DOT.

5.4 Evaluation Criteria for Submitted RFPs: **100 points possible**

5.4.1 Quality of Proposal15

- a. Completeness and thoroughness in addressing the scope
- b. Understanding of project goals
- c. Responsiveness to terms and conditions

5.4.2 Consultant's Approach to the Project's Scope.....15

- a. Approach to the study analysis
- b. Quality and quantity of services to be performed

5.4.3 Organization, Personnel, and Experience45

- a. Qualifications of personnel
- b. Specific experience of firm in Bicycle & Pedestrian Master Planning (firm must have documented experience in previously completing at least three bicycle and/or pedestrian master plans)
- c. Experience of individual team members in Bicycle and/or Pedestrian Master Planning and implementation
- d. An interdisciplinary team of bona-fide Certified Planners, Professional Engineers, Transportation Planners, & Park and Recreation Planners
- e. References from three former clients of Bicycle and/or Pedestrian Master Plan preparation

5.4.4 Review and scoring of one previously adopted Bicycle and/or Pedestrian Master Plan (or one of each).....15

5.4.5 Ability to complete plan on schedule per Section 2.3.30

5.4.6 Adherence to Federal Rules and Requirements per Section 4.....10

City of Whitewater Bicycle & Pedestrian Master Plan
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Scoring Matrix for Interviews

Evaluation Criteria	Firm #1	Firm #2	Firm #3	Available Points
Quality of Proposal				15
Consultant's Approach to Project's Scope				15
Organization, Personnel, and Experience				45
Review and Score One Adopted Bicycle and/or Pedestrian Master Plan from Each Firm				15
Ability to Complete Study on Schedule				0
Adherence to Federal Rules and Requirements				5
TOTALS:				100

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Proposed Plan – Table of Contents

CITY OF WHITEWATER, WISCONSIN
BICYCLE & PEDESTRIAN MASTER PLAN 2012

Executive Summary

Resolution of Adoption

Inventory and Analysis

Background and Existing Conditions

- Historical use of Bicycle and Pedestrian Transportation
- City and Whitewater Area Planning Activities and Plans
- League of American Bicyclists Award Level Benchmarks
- Recent Planning and Development Activity

Existing Facilities

- City of Whitewater Trails/Routes
- Surrounding Area Trails
- Bicycle Parking and Storage
- Walkability Assessment
- Complete Streets Initiatives

Transportation and Recreation Trends

- National, State, Regional, and Local Commuter Cycling Data
- National, State, Regional, and Local Recreational Cycling Data
- Pavement Markings
- Trail/Route Signage
- Multi-Use Street and Trail Designs

Summary of Significant Issues Impacting Bicycling and Walking as part of a Livable Community

Recommended Plan (Goals, Policies, Projects, Programs)

- Education
- Encouragement
- Enforcement
- Engineering
- Equity
- Evaluation
- Bicycle & Pedestrian Master Plan (Graphics)
- Implementation Plan (5-year Gold Bicycling Community Action Plan)
 - Project (Facilities) List for Capital Budget
 - Financial Analysis

Appendices

- Appendix A – Design Standards
- Appendix B – Comment